

ianews, your connection to Icom America's Land Mobile Division! Keep up with the latest products, news and technical information in this newsletter.

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Word of Mouth Fuels F50V Sales in Utah

News of Icom America's F50V — an all-in-one pager and portable radio — is spreading like wildfire among Utah's rural fire, EMS, sheriffs', and search & rescue (SAR) departments.

At Peak Mobile Communications, a Salt Lake City-based radio dealer with customers statewide, the number of rural public safety agencies seeking to replace older Minitor V™ pagers with the Icom F50V portable radio has grown steadily over the past year, says Phil Smith, vice president of sales and marketing for Peak Mobile.

Many departments hear about the F50V through word-of-mouth referrals



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and discussions at public safety association meetings, Smith says.

In the past six months, Peak Mobile Communications has sold roughly 50

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Icom Australia Donates IC-41S to Wildlife Rescuers

In February 2009, Australia's worst bushfires brought on disaster not only to human beings, but also to wild animals. Icom Australia donated several IC-41S UHF CB radios¹ to the Wildlife Rescuers², a group of unpaid volunteers, to assist in helping animals in areas affected by the devastating Victoria fires. "We are so appreciative of the help that Icom and Silvercom are offering. The donation of the radios and the access to the repeater means that we are able to communicate more effectively to save more animals lives," said Kati Bishop, a rescuer with Wildlife Rescuers. The repeater site that Wildlife Rescuers will be using is for the taxi network in Victoria. However, Silvercom has been generous and allowed the Wildlife Rescuers to use



this repeater to assist with their radio communications. The fires that hit Victoria have impacted all species of wildlife for many weeks. While many have perished in the fires, the survivors need attention with burns, infections and food supplies. The Wildlife Rescuers are actively rescuing and caring for various wildlife on a day to day basis. The URL to the web page of Wildlife Rescuers: www.wildliferescuers.org.au

¹ IC-41S is a CB radio specialized for Australia.

² The Wildlife Rescuers are a group of unpaid volunteers who specialize in the rescue and rehabilitation of wildlife in Melbourne.

Meet Your Icom Team

Sophia Pan

Accounting Specialist II



Sophia has been working diligently for Icom's Accounting Department for 9 years, assisting dealers, MRs and salespeople with their inquiries and reports. She also spends a great deal of her time helping dealers with rebates or co-op questions.

Sophia encourages you to "run more ads, sell more radios, and I will make sure you get the credits you deserve!" When asked what the most rewarding part of her position is, she mentioned "using her detective skills to solve your problems quickly and figuring out new ways of using technology to make my job more efficient."

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units. F50V sales are expected to grow even more rapidly in the coming months as initial test orders develop into large-scale purchases fueled by grant funding.

Similar to other voice pagers commonly used by fire, EMS and SAR departments, the F50V offers 2-tone/5-tone and vibration alert. What sets the F50V apart is its full suite of radio features, including a high channel capacity, clear audio, rugged MIL-STD construction, and submersible IP67 protection.

The F50V makes sense both functionally and economically, Smith says. The F50V merges the best of a pager and radio into one package, making it possible for departments to purchase one device and reap full functionality.

"We've generally found that for the same price as the Minitor V™, they get a 2-tone pager and a radio," Smith says.



Tight budgets often prevent smaller public safety departments from purchasing both a radio and pager for each responder. In the past, many departments chose to outfit responders with a pager – a dependable and low-cost option for notification and dispatch. A major disadvantage of using pagers, of course, is that personnel can not acknowledge the call or confirm response.

Smith says customers are pleased with the performance of the F50V. In particular, they mention its excellent reception, receive and transmit sensitivity, and waterproof construction.

"The radio sells itself," Smith says. "We're just opening our mouth and talking about it."

For People Who Make Smart Choices

Accessory of the Month

HM-148T

Heavy Duty Self-Grounding Microphone



HM-148T is a heavy duty self-grounding, DTMF microphone for our mobile radios.

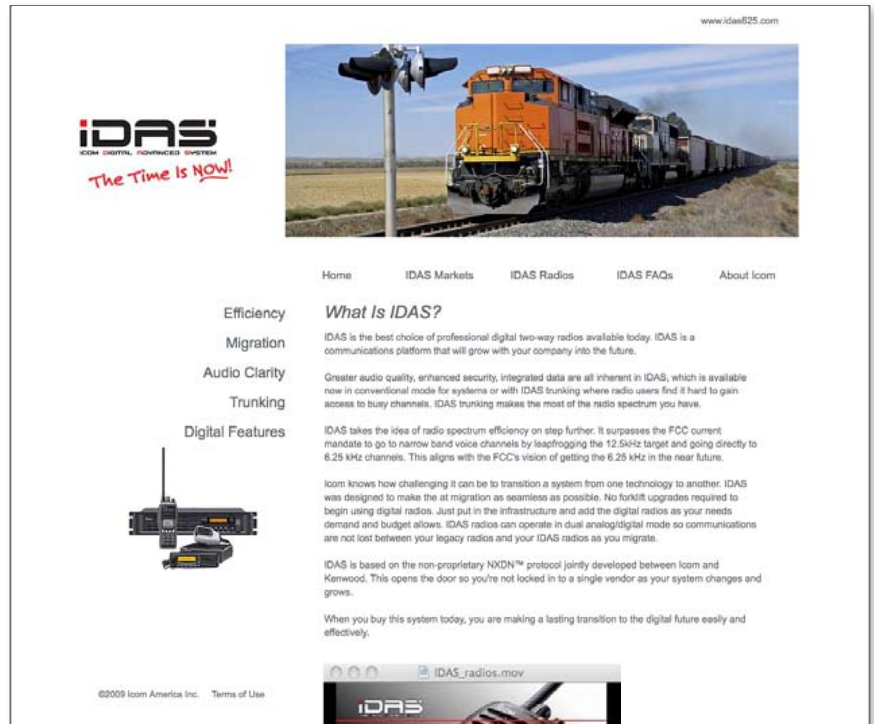
Works with **F121, F5061, F521, F1721 & F9511 series mobiles**

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The screenshot shows the IDAS website interface. At the top left is the IDAS logo with the tagline "The Time Is Now!". To the right is a large image of a train. Below the image are navigation links: Home, IDAS Markets, IDAS Radios, IDAS FAQs, and About Icom. A section titled "What Is IDAS?" contains several paragraphs of text describing the technology. On the left side of the screenshot, there is a list of features: Efficiency, Migration, Audio Clarity, Trunking, and Digital Features. At the bottom of the screenshot, there is a video player showing a mobile radio and the text "IC-F3160 IC-F4160 Series".



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